



Press Information . Communiqué de presse . Comunicado de prensa

---

## ICN announces strategic partnership with BBC

**Geneva, Switzerland, 12 May 2021** – The International Council of Nurses (ICN) and BBC StoryWorks today announced a 12-month campaign consisting in the production of a series of video films in conjunction with ICN's National Nurses Association (NNAs). The films will be showcased on a dedicated BBC hub on its website and shine a light on the global nursing workforce.

ICN President Annette Kennedy has invited ICN's NNAs to share their stories with BBC StoryWorks about how their country's nurses have contributed to the fight against the COVID-19 pandemic, and how they expect the world of healthcare to change in the post-pandemic era, with nurses and nurse leaders at the heart of future health systems.

Ms Kennedy said the series is intended to improve the public's understanding of what it takes to be a nurse and reveal the extent of nursing's contribution to global health and wellbeing.

She said she hopes the series, which will be made up of films produced by BBC StoryWorks Commercial Productions on behalf of organisations across the globe and hosted on a dedicated [bbc.com](http://bbc.com) website, will engage and educate its digital audience of millions. It is due to be premiered at the virtual ICN Congress on 2-4 November to mark the start of a year-long multi-platform campaign.

Ms Kennedy said:

*"I am delighted to announce this wonderful project with BBC StoryWorks, part of BBC Global News, which will capitalise on the increased interest we have seen in nursing during the pandemic. It has been such a terrible time, but the pandemic has certainly opened many people's eyes to our profession and the skills, hard work, care and compassion that nurses provide.*

*I know that our 130-plus National Nursing Associations' members will recognise the significance of the project and want to contribute. Our partnership will support nursing advocacy work at both national and international level."*

Simon Shelley, Vice President, Programme Partnerships, BBC Global News said:

*"Positive storytelling is vital, and we're excited to explore the incredible impact the nursing profession has on people's lives. But those stories must resonate with viewers, and that is why we are also keen to understand the ways in which nurses can strengthen health systems as leaders and be at the centre of positive change in the delivery of care across the globe. We're very excited to work with the International Council of Nurses on the series as well as a range of organisations to bring those stories to screen."*

The series is expected to increase the public's understanding of nursing by:

- Communicating a range of practical actions to support the nursing profession
- Raising awareness of the obstacles faced by nursing professionals including critical shortages and the hazards of the workplace
- Improving appreciation for the qualification of nurses by sharing insight into training and education

- Reshaping old-fashioned misconceptions of nursing to reflect the modern-day reality of the profession

The call for stories will end on 12 June, with pre-production scheduled to take place in June and July, ahead of filming and content creation over the summer and early autumn.

**EXPRESSIONS OF INTEREST:**

To express your interest in participating in the series, please contact the BBC StoryWorks team Programme Development Director Elan Shuker: [elan.shuker@bbc.com](mailto:elan.shuker@bbc.com)

For all International Council of Nurses queries, please contact Richard Elliott, Director, Communications and Events: [elliott@icn.ch](mailto:elliott@icn.ch)

\*\*\*

**Note to Editors**

The **International Council of Nurses** (ICN) is a federation of more than 130 national nurses associations representing the millions of nurses worldwide. Operated by nurses and leading nursing internationally, ICN works to ensure quality care for all and sound health policies globally.

For more information please contact Gyorgy Madarasz, Press Officer at [madarasz@icn.ch](mailto:madarasz@icn.ch)  
Tel: +41 22 908 01 16

[www.icn.ch](http://www.icn.ch)  
[@ICNurses](https://www.instagram.com/ICNurses)